

## Menthol Launch: Key issues to be resolved

2040581756

| Description                             | Status  | Action Required  | By When     |
|---|---|--|-------------|
| Compressed t-shirt                      | Design samples sent 3/28 to L. Steen for review and decision.   | L. Steen securing appropriate syquest disk to be sent directly to GMR.<br>L. Steen would like to revise graphics-take out pack, use Parliament Menthol Lights as tag line outside of beach scene. GMR to provide thumbnail sketch possibilities via fax 4/9.<br>Production time becoming very tight-final decisions critical.  | 4/9         |
| Survey form                             | Discussed possible revisions and additional questions on conference call with brand.                    | L. Steen to provide direction-awaiting input.  | 4/12        |
| Invitation to flagship parties          | Revised format sent 4/4 to PM.<br>L. Steen reviewing invitation and will provide further direction 4/5. | GMR to revise and present new draft versions, based on brand direction via fax. Final boards to be developed after copy and look approved.<br><br>Brand prefers younger mood, hipper, fun invitation. Current version has too much copy, too formal, colors too dark.<br>Revisions to reflect above, and focus on free cover for a friend, fun, prizes, party, and the club. | 4/9         |
| ISI information for Metro party mailing | Information requested by L.Steen-due 4/1.   | L. Steen following-up 4/4. Leo Burnett securing disk from Richmond, and will send to GMR.  | 4/12 latest |

## Menthol Launch: Key issues to be resolved (cont')

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| Description                         | Status   | Action Required   | By When |
|-------------------------------------|--|---|---------|
| Counter Card                        | Artwork sent to PM 4/4.  | Revise copy-remove "Play Games", and fax draft revisions to brand for review. Graphics and image should remain the same.  | 4/9     |
| Wristbands                          | Artwork sent to PM 4/4.  | Change to white wristbands, with brighter green imprinting, PMS 334.  | 4/9     |
| Lighting gobo                       | Will demonstrate projected gobo 4/10 meeting.  | Approval pending demonstration 4/10. Gobos will be tailored to each market/NYC, Boston, Philadelphia.   | 4/10    |
| Green lens sunglasses               | Factory production issues-vendor unable to deliver until end of May.                                   | Decide to order glasses for summer or cancel order entirely.  | 4/10    |
| Green cap                           | Suggested replacement incentive item for the green lens sunglasses. Sample and artwork sent to PM 4/4. | GMR to present additional green cap options 4/10 meeting. Sample green cap not approved per L. Steen. Brand would prefer a different brighter/emerald green, or perhaps a green tropical print. Artwork to be revised: Green Zone on front of cap, Parliament Menthol Lights on back. | 4/10    |
| Banners (3' x5')                    | Awaiting artwork.  | Need syquest disk to produce 3'x5' ad banner.   | 4/9     |
| Large banners from Menthol kick-off | Warning box to be added if used in club promotion. M. Medina getting dimensions and details.           | Maria Medina to advise upon discussion with legal. If allowed, L. Steen to provide banners and dimensions to M. Medina.   | 4/10    |

## Additional Materials: Approved and Ordered for Menthol Launch Program

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| Premiums   | Quantity     |
|--|--------------|
| Lighters   | 10,000       |
| Dog Tags   | 2,500        |
| T-Shirts   |              |
| - Compressed packed premiums                             | 3,000        |
| - Not packed   | 600          |
|  |              |
| Bar Materials  | Quantity     |
| Cups 12oz.   | 25,000       |
| Ashtrays   | 1,000        |
| Napkins  | 12,000       |
|  |              |
| Miscellaneous  | Quantity     |
| Green Scene Game cards                                   | 7,500        |
| Uniforms   | Quantity TBD |
| Green Glow Necklaces<br>(for surveyors & staff use only) | 600          |

## Additional Significant Issues to be Resolved:

| ISSUE   | STATUS  |
|---|---|
| <ul style="list-style-type: none"><li>• Rapid Response has been completed for winter program.</li></ul> | Contract remains outstanding. GMR to provide original estimate, 4/8, to E. Moore who will initiate contract.  |
| <ul style="list-style-type: none"><li>• Advertising -Parliament Summer</li></ul>                        | Per brand notification 4/4-first closing date 4/12 for the Hamptons Handbook. GMR to provide preliminary design to meet closing 4/10. Revised Summer Parliament '96 layout to be provided week of 4/15. |